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9/20/2016 10:01AM
Est # 336942

SD25 Incremental Non Pre-Emptible 9-20-16

Los Angeles Nov16 Proj. (Nov15 HUT, Jul16 SHR) C-DMA Nielsen Live+7

Client: POL/CA-SD25/Portantino
Buyer: Sheri Sadler
Advertiser: POL/CA-SD25/Portantino
Product: Political
Sched Dates: 09/19/16 - 11/06/16

Lengths: 30
Dayparts: RT

AE: Merribeth Gal
Asst: Kristina Lopez
Phone: 818-867-1236

Email: merribeth.gal@twcable.com

All-Wks Avrg

	Rate $$.00	Unit/ Wk	Unit Tot	DP Code	Src	Wk 1 - Wk 7 Adults 35+ Prog Name	Rtg..	Imp	Rch %	Freq	GRP..	Wk 1 9/19 '16	Wk 2 9/26 '16	Wk 3 10/3 '16	Wk 4 10/10 '16	Wk 5 10/17 '16	Wk 6 10/24 '16
Los Angeles Nov16 Proj. (Nov15 HUT, Jul16 SHR) C-DMA Nielsen Live+7	$46846.00		780				0.35	308263	78.9%	3.5	274.82	130	131	131	97	97	97
8010, LABK - Burbank	$30634.00		354				0.69	167673	75.3%	3.2	244.50	58	60	60	44	44	44
CNN -TV	$6754.00		103				0.98	69485	39.1%	2.6	101.32	13	15	15	15	15	15
M-Su 10a-6p	$35.00	8	56	RT	TP	»VARIOUS	0.85	583	24.6%	1.9	47.61	8	8	8	8	8	8
M-Su 6p-12m	$102.00	7	47	RT	TP	»AVG. ALL WKS<	1.14	784	30.6%	1.8	53.71	5	7	7	7	7	7
MNBC-TV	$1912.00		98				0.68	45848	31.6%	2.1	66.86	14	14	14	14	14	14
M-Su 10a-6p	$17.00	8	57	RT	TP	»AVG. ALL WKS<	0.57	394	19.7%	1.7	32.71	9	8	8	8	8	8
M-Su 6p-12m	$23.00	6	41	RT	TP	»VARIOUS	0.83	571	23.4%	1.5	34.15	5	6	6	6	6	6
BRVO-TV	$8232.00		49				0.46	15438	14.3%	1.6	22.51	7	7	7	7	7	7
M-Su 6p-12m	$168.00	7	49	RT	TP	»VARIOUS	0.46	315	14.3%	1.6	22.51	7	7	7	7	7	7
TBSC-TV	$8456.00		56				0.45	17352	13.8%	1.8	25.30	8	8	8	8	8	8
M-Su 6p-12m	$151.00	8	56	RT	TP	»VARIOUS	0.45	310	13.8%	1.8	25.30	8	8	8	8	8	8
TNT -TV	$2568.00		24				0.56	9179	8.2%	1.6	13.39	8	8	8			
M-Su 6p-12m	$107.00	3	24	RT	TP	»VARIOUS	0.56	382	8.2%	1.6	13.39	8	8	8			
HGTV-TV	$2712.00		24				0.63	10371	9.8%	1.5	15.12	8	8	8			
M-Su 6p-12m	$113.00	3	24	RT	TP	»VARIOUS	0.63	432	9.8%	1.5	15.12	8	8	8			
6032, LAPS - Pasadena	$16212.00		426				0.76	140590	84.6%	3.8	322.52	72	71	71	53	53	53
CNN -TV	$3752.00		112				1.11	54075	46.0%	2.7	124.05	16	16	16	16	16	16
M-Su 10a-6p	$26.00	8	56	RT	TP	»VARIOUS	0.95	412	27.4%	1.9	52.92	8	8	8	8	8	8
M-Su 6p-12m	$41.00	8	56	RT	TP	»AVG. ALL WKS<	1.27	554	37.4%	1.9	71.13	8	8	8	8	8	8
MNBC-TV	$1210.00		98				0.76	32392	35.2%	2.1	74.31	14	14	14	14	14	14
M-Su 10a-6p	$9.00	8	57	RT	TP	»AVG. ALL WKS<	0.64	278	21.9%	1.7	36.36	9	8	8	8	8	8
M-Su 6p-12m	$17.00	6	41	RT	TP	»VARIOUS	0.93	404	26.0%	1.5	37.95	5	6	6	6	6	6
HGTV-TV	$1740.00		30				0.70	9159	12.5%	1.7	21.01	10	10	10			
M-Su 6p-12m	$58.00	4	30	RT	TP	»VARIOUS	0.70	305	12.5%	1.7	21.01	10	10	10			

	Rate $$.00	Unit/ Wk	Unit Tot	DP Code	Src	Wk 1 - Wk 7						Wk 1 9/19 '16	Wk 2 9/26 '16	Wk 3 10/3 '16	Wk 4 10/10 '16	Wk 5 10/17 '16	Wk 6 10/24 '16
						Adults 35+											
						Prog Name	Rtg..	Imp	Rch %	Freq	GRP..						
TNT -TV	$840.00		24				0.62	6485	9.2%	1.6	14.88	8	8	8			
M-Su 6p-12m	$35.00	3	24	RT	TP	»VARIOUS	0.62	270	9.2%	1.6	14.88	8	8	8			
BRVO-TV	$3350.00		50				0.51	11130	16.0%	1.6	25.53	8	7	7	7	7	7
M-Su 6p-12m	$67.00	7	50	RT	TP	»VARIOUS	0.51	223	16.0%	1.6	25.53	8	7	7	7	7	7
TBSC-TV	$2744.00		56				0.50	12259	15.4%	1.8	28.12	8	8	8	8	8	8
M-Su 6p-12m	$49.00	8	56	RT	TP	»VARIOUS	0.50	219	15.4%	1.8	28.12	8	8	8	8	8	8
USA -TV	$2576.00		56				0.62	15090	14.3%	2.4	34.62	8	8	8	8	8	8
M-Su 6p-12m	$46.00	8	56	RT	TP	»VARIOUS	0.62	269	14.3%	2.4	34.62	8	8	8	8	8	8
Total	$46846.00		780				0.35	308263	78.9%	3.5	274.82	130	131	131	97	97	97

All-Wks Avrg

	Wk 7 10/31 '16
Los Angeles Nov16 Proj. (Nov15 HUT, Jul16 SHR) C-DMA Nielsen Live+7	97
8010, LABK - Burbank	44
CNN -TV	15
M-Su 10a-6p	8
M-Su 6p-12m	7
MNBC-TV	14
M-Su 10a-6p	8
M-Su 6p-12m	6
BRVO-TV	7
M-Su 6p-12m	7
TBSC-TV	8
M-Su 6p-12m	8
TNT -TV	
M-Su 6p-12m	
HGTV-TV	
M-Su 6p-12m	
6032, LAPS - Pasadena	53
CNN -TV	16
M-Su 10a-6p	8
M-Su 6p-12m	8
MNBC-TV	14
M-Su 10a-6p	8
M-Su 6p-12m	6
HGTV-TV	
M-Su 6p-12m	

	Wk 7 10/31 '16
TNT -TV	
M-Su 6p-12m	
BRVO-TV	7
M-Su 6p-12m	7
TBSC-TV	8
M-Su 6p-12m	8
USA -TV	8
M-Su 6p-12m	8
Total	97

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.
Los Angeles Nov16 Proj. (Nov15 HUT, Jul16 SHR) C-DMA Nielsen Live+7
Cable Zones: CHARTER, LABK - Burbank
Los Angeles Nov16 Proj. (Nov15 HUT, Jul16 SHR) C-DMA Nielsen Live+7
Cable Zones: CHARTER, LAPS - Pasadena

Source Field Codes:
TP -- Time Period

Contract ACCEPTED AND AGREED:

Client hereby confirms that Time Warner Cable Media has provided to client a printed copy of the terms and conditions for the Advertisers, Agencies and Rep Firms, which are expressly incorporated herein by this reference:

Client Signature: _____ Date: 9/20/16

Title: Pres

Acceptance Signature: _____ Date: _____

Title: _____

TIME WARNER CABLE
STANDARD MEDIA SALES TERMS AND CONDITIONS

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CLIENT: SD 25

By: _____

Name: Sheri SADLER, SADLER STRATEGIC

Title: Pres.

Date: 9/20/16